



CITY OF SANTA CLARA Campaign 2010



E L E C T I O N D A Y 2 0 1 0

Election Day is Nov. 2, 2010!

Vote for Mayor, 2 Council Members for City of Santa Clara



Building public trust and confidence in City government

In 2000, the City of Santa Clara adopted a *Code of Ethics & Values* that is designed to increase public trust and confidence in government by promoting and maintaining the highest standards of personal and professional conduct among the people who work in or represent the City.

Elected officials have an additional responsibility in that they must serve as very visible champions and credible role models of ethical behavior. To represent the established values of the community, they must be people of integrity – leaders who make ethically appropriate decisions and are able to explain or defend their actions.

Ethics in government begins at the ballot box when voters compare candidates and choose who best reflects their values and priorities. Political campaigns can put ethics and values to the test. What are individuals willing to do to win? Are candidates telling the truth about themselves and their opponents? Are they willing to indulge in half-truths or innuendo?

The Vote Ethics program every two years during Election Season reminds candidates, their campaign teams, and voters of the expectations of honesty and fairness. Through their votes, citizens have the right and the responsibility to hold candidates accountable for the fulfillment of their promises to live the City's values and follow the City's Code of Ethics.

City of Santa Clara Code of Ethics & Values

**Ethical
Professional
Service-Oriented
Fiscally Responsible**

**Organized
Communicative
Collaborative
Progressive**

Say "Thank you!" to the candidates

When you are talking with candidates during this campaign season, don't forget to say "Thank you" for their willingness to step up and take a leadership role in the community.

Individuals who serve on the City Council and as Mayor spend time each week away from their family, friends, and careers to provide public service to the residents of Santa Clara and represent the City on regional and statewide boards and committees. It is a full-time responsibility that comes with only a modest stipend of about \$16,500 annually for Mayor and \$10,300 annually for Council.

Thank you, candidates, for putting yourselves out there on behalf of our community!



Checklist for Evaluating Candidates

What qualities do you look for when selecting candidates you want to support? Their experience and knowledge? Their positions on issues important to you? Their list of endorsements?

In addition to these tried-and-true methods, voters increasingly want insight into the ethics and values of candidates, to feel assured that whoever is voted into public office will exemplify high standards of personal and professional conduct.

This publication is designed to help voters determine which candidates are trustworthy and committed to good government. There is no information here on which candidate to vote for – that is for each voter to decide. But it is hoped that the Vote Ethics guide will help voters find the information they need to elect a council they trust.



How candidates behave during the pressure and stress of campaigning is a strong indication of the ethics a person will bring to the office if elected. Ethics does not mean a candidate is always nice or avoids criticizing opponents. But an ethical candidate will always give the voters facts, tell the truth, and show respect to everyone involved in the election process.

Here is a checklist to help voters evaluate the ethics and values of candidates during the campaign.

As best you can tell, have the candidates you are favoring ...

- ☐ Told the truth about themselves?
- ☐ Focused on issues relevant for Santa Clara?
- ☐ Told truths about opponents that were important for voters to know?
- ☐ Pointed out differences between themselves and opponents that are relevant to the political office?
- ☐ Treated opponents with dignity and respect?
- ☐ Fought fairly and avoided demeaning or irrelevant personal attacks?
- ☐ Never tried to confuse or mislead voters?
- ☐ Clearly identified who was behind any committee that is candidate controlled?
- ☐ Took responsibility for any mistakes they made or mistakes made by volunteers or consultants?
- ☐ Criticized unfair, dishonest or disrespectful attacks on other candidates from any source?
- ☐ Kept their Vote Ethics promises to conduct an issue-oriented, honest, fair and respectful campaign?

Good Government Begins With You

Register to vote.

★
Pay attention to how
candidates build
public trust.

★
Vote Ethics!

How do candidates demonstrate their values?

They are ...

Enthusiastic about finding solutions to community concerns

Truthful about their experience, connections, policy positions and vision

Happy to answer tough questions about issues

Independent in their thinking and open to hearing all perspectives

Competitive in a fair, straightforward way

Awestruck by the responsibility of serving the public good over personal gain

Lawful in meeting the spirit as well as the letter of campaign rules

Candidates Forum

Monday, Sept. 20

7-9 p.m.

Council Chambers, 1500 Warburton Ave. Broadcast live on Cable Channel 15 and streamed live from the City's website. The forum will be rebroadcasted on Cable Channel 15 on Sept. 21 and 24 at 7 p.m., Sept. 25 at 11 a.m., Sept. 28 at 4 p.m. and Nov. 1 preceeding the Final Word Forum. Videotapes available for checkout in the library.

Monday, Oct. 18

Last day to register to vote in the Nov. 2 election.

Voter registration cards are available in the City Clerk's Office at City Hall, the library, and all City fire stations as well as the Registrar of Voters office, 1555 Berger Dr., San Jose.

Mark your calendars now!



Tuesday, Oct. 26

Last day to request a Vote by Mail ballot from the Registrar of Voters, www.sccvote.org.

The Final Word Candidates Forum

Monday, Nov. 1

7-9 p.m.

Council Chambers, 1500 Warburton Ave. Broadcast live on Cable Channel 15 and streamed live from the City's website.

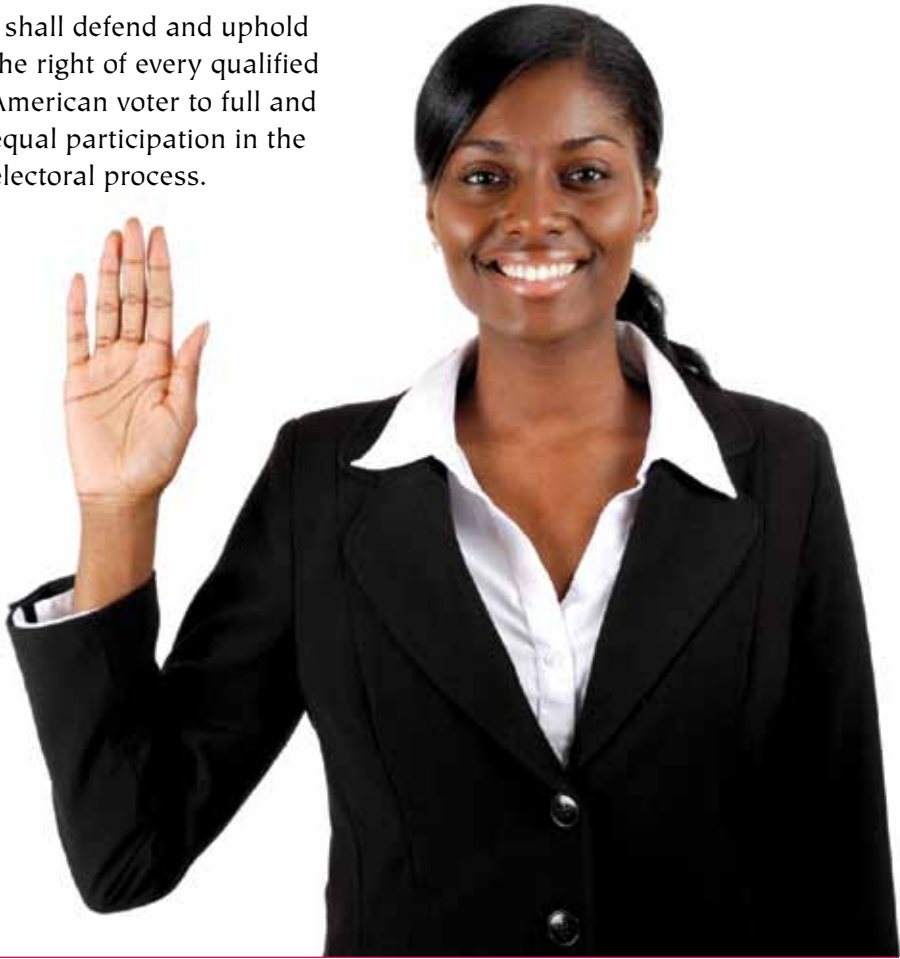
**Tuesday, Nov. 2
Election Day!**

Ethical Campaigning Pledge

Both the State of California and the City of Santa Clara ask candidates to sign a voluntary pledge to campaign ethically. The names of candidates who make this pledge are available online at the City's website www.santaclaraca.gov, and at the City Clerk's Office in City Hall, 1500 Warburton Ave.

Excerpts from the State Code of Fair Campaign Practices Pledge signed by candidates

1. I shall conduct my campaign openly and publicly, discussing the issues as I see them, presenting my record and policies with sincerity and frankness, and criticizing the record and policies of my opponent... which merit such criticism.
2. I shall not use or permit the use of character defamation, whispering campaigns, libel, slander or scurrilous attacks on any candidate or his or her personal or family life.
3. I shall not use or permit any appeal to negative prejudice based upon race, sex, religion, national origin, physical health status, sexual orientation, or age of candidates or candidates' associates.
4. I shall not use or permit any dishonest or unethical practice which tends to corrupt or undermine our American system of free elections, or which hampers or prevents the full and free expression of the will of voters...
5. I shall not coerce help or campaign contributions for myself or any other candidates from my employees.
6. I shall immediately and publicly repudiate support deriving from any individual or group which resorts, on behalf of my candidacy or in opposition to that of my opponent, to methods and tactics which I condemn...
7. I shall defend and uphold the right of every qualified American voter to full and equal participation in the electoral process.



Look closely at campaign mailings

Many brochures that "endorse" a variety of candidates for different offices are actually paid-for "slate card" advertising by the candidates themselves.

The group that appears to be mailing the piece usually has a vague name that references family values, public safety, education, the environment, or even a political party. There is nothing wrong with candidates using some of their campaign funds to be part of a co-op mailing with other candidates, but is it ethical if voters are misled into thinking these are independent endorsements? Reading the small type will tell a voter a more complete story. Use the web to research the group sending the mailer. An asterisk next to a candidate name can mean that the candidate paid to be in the mailer.

Any individual or organization can send a political mailer or place an advertisement about a candidate, without the candidate's knowledge or approval.

These efforts do not count in the candidate's reporting of how much money was spent on the campaign. This type of political marketing is called an "independent expenditure" and its purpose has been to uphold the Constitutional guarantee of free speech while encouraging an



active public dialogue about candidates and issues. Requirements that candidates and their campaign workers be totally uninvolved in these efforts are strictly enforced. Unfortunately, independent expenditures have sometimes become vehicles for nasty "hit pieces" on a candidate's opponent. Reading the small type will help a voter look at each campaign piece with a healthy dose of cynicism about its source and purpose.

Most candidates create a committee name to accept contributions and communicate with voters.

Often, these committees have names like "Committee to elect ... 2010" or "... for City Council 2010." Campaigns are required by law to indicate the candidate or committee name, street address and city on a mass mailing totaling 200 pieces or more. Voters can contact the FPPC to clarify who is behind the committee and whether it is controlled by the candidate or another group.



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The privilege of democracy ... the right to vote

Q: Who is eligible to vote in California?

According to the Santa Clara Valley Registrar of Voters, the requirements are:

- At least 18 years old by Election Day
- A U.S. citizen
- A California resident
- Registered at least 15 days before the election
- Not in prison or on parole for a felony
- Not declared mentally incompetent by court action

Q: How do I register to vote?

California has postcard registration and the postcards are available at many convenient locations including:

- Registrar of Voters, 1555 Berger Dr. Bldg #2, San Jose
- U.S. Post Offices
- Santa Clara City Library and other public libraries
- Santa Clara City Hall, 1500 Warburton Ave., Santa Clara
- Department of Motor Vehicles offices

You may also call the Registrar of Voters at (408) 299-VOTE [8683]; or toll free (866) 430-VOTE [8683], a postcard will be sent to you. Or you can register online through the Office of the Secretary of State at www.ss.ca.gov/elections/votereg1.html



Q: What information will be required?

- Your first, middle and last names.
- Your residence address, where you live. P.O. boxes, business and mailing addresses cannot be used for your residence address. If you do not have a residence address, contact the Voter Registration Division at (408) 299-8683 for assistance.
- Your mailing address, if different from your residence address. You may receive voter information at any address you designate.
- Your birth date and birthplace (state or foreign country).
- Your California Drivers License or Identification number or the last 4 digits of your Social Security number. As of January 1, 2003, the Help America Vote Act of 2002 (HAVA) added a federal regulation requiring this information for every voter. This information is confidential and is not made public at any time.
- Your political affiliation, if any. If you do not want to be affiliated with party, select “Decline to State.” Forms without a party designation will automatically be registered as “Decline to State.”
- Your signature.

Q: Who has access to voter registration information?

Voter registration information is available to persons or groups for election, scholarly, journalistic, political, or governmental purposes as determined by the Secretary of State. All requests to view, purchase, or use voter registration information must be accompanied by a written application. Driver’s License and Social Security numbers are NOT shown on any of these publications.

Q: Does registering to vote put me on the list for jury duty?

No. Jury summons are sent randomly to U.S. citizens using a variety of source information including DMV records. Registering to vote does not increase the likelihood that you will be called for jury duty.

DOES YOUR VOTE COUNT? Absolutely!

A candidate for Santa Clara City Council once won by a margin of just 5 votes.

California was made part of the United States in 1850 by a one vote margin.

John F. Kennedy was elected President in 1960 by a margin of just three votes per precinct.

Every vote counts! Every vote matters! Every vote can make a difference!

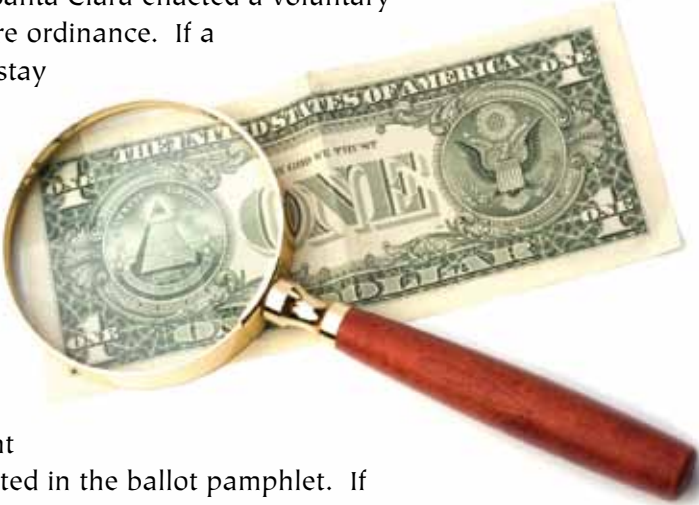
Show us the money

Campaign Disclosure Statements

Every candidate for public office in California is required to file periodic campaign disclosure statements that list personal financial information and sources of campaign contributions. Disclosure statements can be viewed at the City Clerk’s Office or at santaclaracampaigndollars.org. Any contribution of \$100 or more must include the name, address and employer of the contributor.

Voluntary Campaign Expenditure Limit

In 2000, the City of Santa Clara enacted a voluntary campaign expenditure ordinance. If a candidate agreed to stay within a campaign spending limitation, the candidate could accept campaign contributions from a single source of up to \$500 and the City pays half the cost of the candidate’s statement of qualifications printed in the ballot pamphlet. If the candidate did not agree, contributions were limited to a maximum of \$250 from a single source and the candidate must pay 100% of the cost of having a statement of qualification printed in the ballot pamphlet [about \$2300].



The original expenditure maximum was \$25,000 and is adjusted for cost of living increases. For the November, 2010 election, the voluntary maximum expenditure is \$35,000.

Candidates who have agreed to abide by the voluntary campaign expenditure ordinance are listed on the City’s website at www.santaclaraca.gov and a list is available at the City Clerk’s Office at City Hall, 1500 Warburton Ave.

Last minute mailings

Many political mailers arrive the weekend before Election Day. Their timing may be part of a strategy to gain top of mind awareness in voters immediately before they head to the polls. But occasionally, these last minute mailers have a different purpose – they make unsubstantiated negative charges about an opponent, knowing there is no time for that candidate to respond.



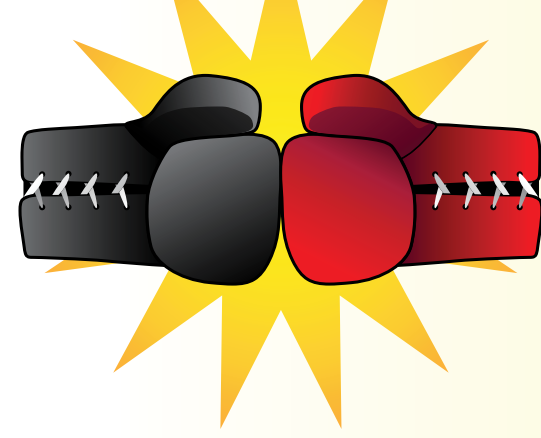
Last minute mailers should receive careful reading and thoughtful consideration. What is the purpose of the mailer? Is it for you to remember a candidate’s name and qualifications as you approach the ballot box? Or is it to make last-minute, unfair negative comments about an opponent?



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Ethical campaigns can be hard hitting



Staying true to a code of ethics and values does not mean that a candidate is limited to only saying nice things about the opponent. America has a long history of rough-and-tumble political campaigns and a Constitutional guarantee of free speech. Ethical campaigning does not weaken the democratic process. It strengthens it by focusing the political conversation on issues and the future rather than on personal foibles and petty bickering. Campaigns can be highly critical and hard-hitting ... and still fair and ethical.

FAIR	UNFAIR
Criticism of a voting record	Personal attacks
Criticism of a policy position	Rumors and innuendo
Comparison of candidates' experience	Distortions and lies
Questions about leadership ability	Unsubstantiated charges of misconduct

Candidates pledge to build public trust

Candidates for Mayor and City Council had a lively discussion about campaign leadership for public trust at a special August 24 workshop at City Hall. Dr. Thomas Shanks, the City's Ethics & Values Consultant, led the workshop, which is part of the City's Campaign Ethics Program. The City has offered this workshop for candidates since 2002.

The workshop focused on practical strategies for conducting honorable campaigns. Candidates were encouraged to make it their regular practice to ask "How will this action build public trust?" prior to making final campaign decisions.



Candidates also explored what the Preamble to the City's Code of Ethics & Values means for candidates and campaigns when it says, "Because we seek public confidence in the City's services and public trust of its

decision-makers, our decisions and our work must meet the most demanding ethical standards..."

At the end of the workshop, all candidates signed the City's Code of Ethics & Values, pledging to build public trust by conducting honest, fair, and respectful campaigns, and inviting the public to hold them accountable in the ballot box for keeping their Vote Ethics promises.

Assess campaign strategies candidates use to market themselves to voters

- Ballot statements – Every voter receives a sample ballot with statements by each candidate. They are informative, but with a 200-word limit do not go into depth.
Are the ballot statements accurate and truthful? Use the web to look into the candidates' backgrounds.
- Direct mail – Rising postage costs and a flood of mailers during campaign season can make it difficult for candidates to use letters, brochures and postcards to communicate effectively with voters.
If the mailer came from the candidate, is it honest, fair, and respectful? Does it present evidence for the claims it makes or give solid reasons for any criticisms about an opponent that are presented? Would you want to be presented this way to your neighbors if you were the candidate's opponent?



VOTE FOR ME

- Yard signs – Signs can build name recognition, but they are not helpful to voters in learning about the platforms and values of candidates.
Notice candidate names, but make the effort to learn more about what they stand for. Smartvoter.org is a great way to do that.
- Door-to-door – Although walking precincts is a traditional campaign method, it is impractical to think that every candidate will be able to knock on the doors of 45,000 households in Santa Clara.
Talk to candidates or their volunteers about issues that are important to you. Tell them you are voting ethics. Give honest feedback about what you think about their campaign conduct thus far. Suggest what they can do to build public trust.
- Candidate forums – The opportunity to hear several candidates at one time is not only

Vote-By-Mail zooms to popularity

"Nobody will ever deprive the American people of the right to vote except the American people themselves and the only way they could do this is by not voting."
Franklin D. Roosevelt

According to the U.S. Census, the most common reason people give for not voting is that they were too busy or had schedule conflicts with work or school, thus, the increasing popularity of Vote-By-Mail.



Those who sign up to be permanent Vote-By-Mail voters usually receive their mail-in ballots 3-4 weeks before Election Day. These ballots are mailed in prior to Election Day, or dropped off at specified sites or at voting locations on Election Day, allowing voters to take as much time as they want to decide on how to vote. Vote-By-Mail ballots must be physically received by the Registrar of Voters at its office, a polling location or an official drop-off box prior to the close of polls on Election Day. A postmark is not sufficient.

Vote-By-Mail ballots are processed by the Registrar of Voters as they are received, and the results held in strict confidence. After the polls close on Election Day, the results of counted Vote-By-Mail ballots are added to the tally of votes cast on Election Day.

Voters can request Vote-By-Mail ballots for the November 2 election anytime between now and 5 p.m. on Oct. 26. The first day of mailing of Vote-By-Mail ballots is Oct. 4. For information, contact the Santa Clara County Registrar of Voters at www.sccvote.org.

convenient for voters, it's one of the best ways to see how candidates are different from one another.
Attend or watch candidate forums. Does the candidate have a good grasp of the issues? How practical are their plans? Do they treat opponents with respect? Do they listen and show regard for what residents think?

California's Fair Political Practices Commission

Its mission: to promote the integrity of representative state and local government in California through fair, impartial interpretation and enforcement of political campaign, lobbying, and conflict of interest laws.

**1-866-ASK-FPPC
(1-866-275-3772)
www.fppc.ca.gov**



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